We claim:

- 1. A vehicular bumper beam having two or more beads extending longitudinally on an impact face of the bumper beam.
 - 2. The vehicular bumper beam of claim 1, wherein the bumper beam spans the width of a vehicle frame.
- 10 3. The vehicular bumper beam of claim 1, wherein each bead is comprised of a projecting shape formed integral with the bumper beam.
 - 4. The vehicular bumper beam of claim 3, wherein the projecting shape of each bead is a semi-circular or semi-elliptical shape.
 - 5. The vehicular bumper beam of claim 3, wherein the rounded type shape is semi-square or semi-rectangular shape.
 - 6. The vehicular bumper beam of claim 3, wherein the projecting shape is a generally semi-triangular or semi-trapezoidal shape.
 - 7. The vehicular bumper beam of claim 3, wherein each bead spans the entire length of the bumper beam.
 - 8. The vehicular bumper beam of claim 4, wherein each bead has a height that is less than 50% of the height of the structural member.
 - 9. The vehicular bumper beam of claim 1, wherein the bumper beam is an open section design.

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- 10. The vehicular bumper beam of claim 1, wherein the bumper beam is a closed section design.
 - 11. A bumper assembly comprising:

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- (a) a vehicular bumper beam, the vehicular bumper beam comprising a structural cross member with two or more beads on an impact face of the bumper beam;
- (b) a pair of mounting brackets, the mounting brackets attaching the bumper beam to a vehicular frame; and
 - (c) a fascia, which at least partially encloses the vehicular bumper beam.

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12. The bumper assembly of claim 11, wherein the bumper assembly further comprises an energy absorber located between the impact face of the vehicular bumper beam and the fascia.

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13. The bumper assembly of claim 11, wherein the bumper assembly does not have an energy absorber located between the impact face of the vehicular bumper beam and the fascia.

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- 14. The bumper assembly of claim 11, wherein the pair of mounting brackets are attached to the vehicular bumper beam by welding or bolting.
- 15. The bumper assembly of claim 11, further comprising a center reinforcement located at the center of the inner face of the bumper beam.

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- 16. The bumper assembly of claim 15, wherein the center reinforcement is attached to the bumper beam by welding or bolting.
- 17. A method for making a bumper assembly, said method comprising the steps of

- (a) roll-form manufacturing a bumper beam having two or more beads on an impact face of the bumper beam
 - (b) mounting the bumper beam on a vehicle; and
 - (c) enclosing at least a portion of the bumper beam in a fascia.

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- 18. The process of fabricating a bumper assembly of claim 17, wherein the bumper beam is formed in an open section design.
- 19. The process of fabricating a bumper assembly of claim 17, wherein the bumper beam is formed in a closed section design.